BECKY SOLL / DESIGNER & DEVELOPER

becky@beckysoll.com / beckysoll.com

I'm a creative problem-solver who values clarity, accessibility, and usability. I'm passionate about leading people and projects—fostering collaboration and turning complex challenges into strategic, intuitive, user-centered solutions.

PROFESSIONAL EXPERIENCE

Senior Web Developer & Designer

Cambridge Systematics — New York, NY
Jul 2018 – Jun 2025; Apr 2016 – Jan 2017

Redesigned and rebuilt the corporate website with custom architecture and a fully bespoke template. Supervised a two-person web team, leading all design and development efforts in partnership with internal stakeholders. Designed and developed websites for external clients, including marketing sites, tourism microsites with interactive maps, and information-gathering tools. Led UI/UX design for internal and client-facing software products such as asset management systems, trip planners, bus monitoring platforms and ticketing tools.

Tech Lead

Mountainside Treatment Center — New York, NY
Jan 2017 – Jul 2018

Served as sole developer for all online marketing projects. Managed and maintained the main website and led its complete redesign and rebuild. Developed secondary microsites, automated email workflows and internal tools via APIs and services like Zapier, streamlining repetitive tasks and improving team efficiency.

Web Developer

Lincoln Center for the Performing Arts — New York, NY
Aug 2013 – Apr 2016

Worked as part of a small collaborative development team, specializing in front-end development and CMS integration. Designed and built digital projects including performing arts festival websites, microsites, and responsive email templates.

Director of Creative Services

Public Health Management Corporation — Philadelphia, PA
Apr 2007 – Jul 2013

Managed a five-person creative team. Oversaw branding and design for web and print projects, provided project management and art direction, and maintained visual consistency across multiple programs and sub-brands.

Graphic & Web Designer

Acquire, LLC — Narberth, PA
May 2006 – Dec 2006

Collaborated on a variety of print and web projects, contributing to all stages from concept through delivery.

Graphic & Web Designer

Center for Educational Design & Communication — Washington, DC
Feb 2005 – May 2006

Created print materials and built websites using HTML, CSS, and Joomla. Delivered practical design solutions tailored to nonprofit and educational organizations.

EDUCATION

Bachelor of Science, Graphic Design

Drexel University, 2003
Magna Cum Laude, University & College Designers Association Award of Excellence

TECHNICAL EXPERTISE

Design & Creative Tools

Figma, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Procreate

Front-End Development

HTML, CSS, JavaScript, React

CMS & Platforms

Statamic, Drupal, WordPress, Craft CMS, Shopify

Back-End Development

Git, Server & DNS, PHP, Package Tools (npm, Composer)